the art and secrets of

Chinese

COOKERY . . . .

"**Mmmmm . . . mmmmm . . .** What flavor! What Aroma!" are usual expressions of delight when family or guests, young and old alike, are served Chop Suey, Chow Mein, Egg Foo Yong and the many other delicacies illustrated and described in the pages to follow. Furthermore, these delicious foods can be served with the full assurance that justice is being done the food budget as well as the health and welfare of the family.

Chinese foods as we know them (*actually they're Chinese and domestic ingredients artfully blended to satisfy the American appetite*) offer welcome departures from dull, everyday dishes, though they cost no more to prepare. Highly nutritious, Chop Suey for example, contains five to nine vegetables . . . meat, fowl, or seafood . . . and rice, with an all-over flavoring of Soy Sauce. A balanced one-dish meal you yourself can prepare at home in fifteen minutes, rivaling the magic creations of the most famous Chinese chefs.

IMPORTANT . . . To guarantee complete satisfaction in the home preparation of Chinese dishes, make certain the ingredients you use bear the brand name "La Choy." Only "La Choy" Chinese foods are prepared in a modern American factory under complete laboratory supervision—your assurance of an incomparable standard of quality.

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American Chop Suey or Chow Mein

Cooking time: 15 minutes • Yield: 4 large portions

¼ cup butter or shortening
2 cups cooked pork, beef, veal or chicken, cut in thin strips
1 cup onions, cut fine
1 teaspoon salt
1/16 teaspoon pepper
1 can La Choy Bean Sprouts (drained well) or
1 can La Choy Mixed Chinese Vegetables (drained well)
2 cups celery, cut fine
1½ cups hot water

FOR FLAVORING AND THICKENING:

2 tablespoons cold water
2 tablespoons cornstarch
1 tablespoon La Choy Soy Sauce
1 teaspoon sugar
1 tablespoon La Choy Brown Gravy Sauce if Chop Suey is desired

METHOD: Melt butter or vegetable fat in hot skillet. Add onions and fry for three minutes. Add celery, salt, pepper and hot water. Cover and cook for five minutes. Add drained La Choy Bean Sprouts or La Choy Mixed Chinese Vegetables and meat. Mix thoroughly and cook five minutes. Combine and add flavoring and thickening ingredients. Stir lightly and cook one minute. Serve piping hot with La Choy Noodles for Chow Mein, or cooked rice for Chop Suey. Flavor individual dishes to taste with La Choy Soy Sauce.

GARNISH or decorate with lettuce, sliced green onions and sliced cold boiled egg, or slender strips of fried beaten egg. Whole or chopped nuts may be added.

La Choy Bean Sprouts Derived from the tiny mung bean—originally native to the orient, but today grown extensively in this country—these crisp, tender, white sprouts are basic for most Chinese dishes. Indispensable in preparing plain Chop Suey or Chow Mein, Egg Foo Yong, Chinese soups, salads, stews and meat dishes.

Cooked Rice, Chinese Style

(Cold Water Method)

1 cup raw rice
2 quarts cold water
2 teaspoons salt

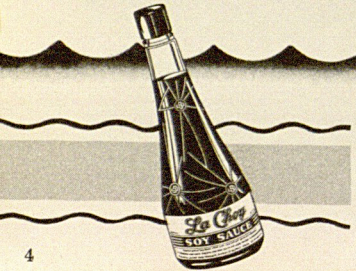
METHOD: Wash rice thoroughly three or four times in fresh water. Place washed rice in large pan. Add cold water and salt. Bring to a boil rapidly (this takes 12 to 15 minutes). Reduce heat so that rice is at a medium boil. Do not stir as the boiling of water keeps rice from sticking. Boil 10 to 12 minutes or until rice is tender when pressed between fingers. Drain at once through colander, then return to pan. Cover pan with a cloth, set over hot water to keep warm. Rice cooked by this method will be white, fluffy, and light.

Fried Rice

Yield: 4 portions

½ lb. roasted or fried ham or bacon (a can of lobster or shrimp may be substituted for meat)
3 cups of cooked rice
1 tablespoon chopped onions
2 tablespoons La Choy Soy Sauce
2 eggs
1/16 teaspoon pepper
½ teaspoon salt

METHOD: Cut ham or bacon in small pieces and fry. Not necessary to heat or fry cold roasted meat, canned lobster or shrimp. Simply cut small. Fresh shrimp or lobster should be sauted in butter, three minutes. Fry eggs slightly on both sides in a hot, well greased skillet. Add rice, onions, pepper, salt, meat or seafood, and mix thoroughly while cooking about three minutes. Remove from fire, add La Choy Soy Sauce and stir. Serve while hot.



La Choy Soy Sauce is essential for flavoring such Chinese dishes as Chop Suey and Chow Mein, and enhances the flavor of steaks, hamburgers, roasts, and chops. Soy Sauce has been the favorite condiment of the Chinese people for hundreds of years and is rapidly becoming the most popular seasoning and flavoring sauce in American homes. You'll like La Choy Soy Sauce because it contains no vinegar, starches, or spices, yet will not sour or mold. It contains many of the essential amino acids which are commonly found only in yeast and meat products. Makes good foods better!

Meatless Chop Suey or Chow Mein

Cooking time: 15 minutes • Yield: 4 large portions

2 large green peppers (cut in long strips)
1 cup onions, cut fine
1 teaspoon salt
1¼ cup hot water
1 can La Choy Bean Sprouts (drained well) or
1 can La Choy Mixed Chinese Vegetables (drained well)
½ cup butter
1/16 teaspoon pepper
2 cups celery, cut fine

FLAVORING AND THICKENING:
2 tablespoons cold water
2 tablespoons cornstarch
1 tablespoon La Choy Soy Sauce
1 teaspoon sugar
1 tablespoon La Choy Brown Gravy Sauce if Chop Suey is desired

METHOD: Melt butter in large skillet. Add green peppers, onions and celery and saute (without browning or burning) for two minutes. Add hot water. Cover and cook seven minutes. Add drained La Choy Bean Sprouts, or La Choy Mixed Chinese Vegetables. Bring to a boil. Combine and add thickening and flavoring mixture. Stir lightly and cook for one minute. Serve piping hot over cooked rice for Chop Suey or La Choy Noodles for Chow Mein. Flavor individual portions to taste with La Choy Soy Sauce.

GARNISH or decorate with lettuce, sliced green onions and sliced cold boiled egg, or slender strips of fried beaten egg. Whole or chopped nuts may be added.

● **La Choy Mixed Chinese Vegetables** is comprised of bean sprouts, water chestnuts, bamboo shoots, mushrooms and pimientos, proportioned and sliced correctly for making the most elaborate of Chinese dishes—Sub Gum Chop Suey or Chow Mein. Also, delicious when used as a creamed vegetable, in soups, chowders, stews, and vegetable plates.

SOY SAUCE

Fine Cut Chop Suey or Chow Mein

Cooking time: 15 minutes • Yield: 4 large portions

¼ cup butter or shortening
1½ cups (¾ lb.) lean pork, veal, or beef cut in thin strips
1 cup onions, cut fine
1 teaspoon salt
1/16 teaspoon pepper
2 cups celery, cut fine
1½ cups hot water
1 can La Choy Bean Sprouts (drained well)

FOR FLAVORING AND THICKENING:

2 tablespoons cold water
2 tablespoons cornstarch
2 teaspoons La Choy Soy Sauce
1 teaspoon sugar
1 tablespoon La Choy Brown Gravy Sauce if Chop Suey is desired

METHOD: Melt butter or vegetable fat in hot skillet. Add meat, stir and sear quickly (without browning or burning), add onions and fry for five minutes. Add celery, salt, pepper and hot water. Cover and cook for five minutes. Add drained La Choy Bean Sprouts. Mix thoroughly and heat to boiling point. Combine and add flavoring and thickening ingredients. Stir lightly and cook one minute. Serve piping hot with La Choy Noodles for Chow Mein, or cooked rice for Chop Suey. Flavor individual dishes to taste with La Choy Soy Sauce.

GARNISH or decorate with parsley, sliced green onions and sliced cold boiled egg, or slender strips of fried beaten egg. Whole or chopped nuts may be added.

NOTE: The secret of making Chop Suey is in searing meats quickly without burning or browning, and in cooking onions and celery so as not to mush. Don't overmix or overcook Bean Sprouts. A little practice will make you expert at the art of Chinese cookery.

La Choy Brown Gravy Sauce is preferred by critical and precise chefs, cooks, and housewives for coloring and sweetening gravies, soups, hashes, stews. Try this Bead Molasses type sauce to make gravy from small quantities of meat broth, fryings, or drippings. Baked beans, brown breads, gingerbread are more appetizing in appearance and nutritious when prepared with La Choy Brown Gravy Sauce. Once tried, you'll use Brown Sauce again and again.

Tuna Fish Chop Suey or Chow Mein

Cooking time: 12 minutes • Yield: 4 large portions

¼ cup butter
1 7-oz. can Tuna Fish, scalded in hot water and drained
1 cup onions, cut fine
1 teaspoon salt
1/16 teaspoon pepper
2 cups celery, cut fine
1½ cups hot water
1 can La Choy Mixed Chinese Vegetables (drained well) or
1 can La Choy Bean Sprouts (drained well)

FLAVORING AND THICKENING:
2 tablespoons cold water
2 tablespoons cornstarch
1 tablespoon La Choy Soy Sauce
1 teaspoon sugar
1 tablespoon La Choy Brown Gravy Sauce if Chop Suey is desired

METHOD: Saute onions in melted butter (without browning or burning) for two minutes. Add salt, pepper, celery and hot water. Cover and cook for five minutes. Add Tuna Fish (broken in small pieces) and drained La Choy Mixed Chinese Vegetables or La Choy Bean Sprouts. Heat thoroughly. Combine and add thickening and flavoring ingredients. Stir lightly and cook for one minute. Serve over La Choy Noodles for Chow Mein or cooked rice for Chop Suey. Flavor individual dishes to taste with La Choy Soy Sauce.

GARNISH or decorate with lettuce, sliced green onions and sliced cold boiled egg, or slender strips of fried beaten egg. Whole or chopped nuts may be added.

La Choy Chow Mein Noodles are made from a blend of selected flours and other wholesome ingredients, cooked in vegetable shortening until golden brown, crisp, crunchy with nutlike flavor. They are essential in serving genuine Chow Mein, and delightful when eaten out of hand, like potato chips or nuts, or when substituted for toast in serving chicken a la king, creamed eggs, and sea food or in soups of any kind.

De Luxe Mushroom Chop Suey or Chow Mein

Cooking time: 12 minutes • Yield: 4 to 6 portions

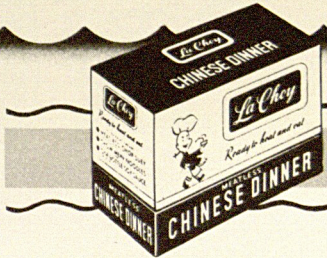
¼ cup butter or shortening
1½ cups (¾ lb.) beef tenderloin or lean veal, cut in thin strips
1 cup onions, cut fine
1 teaspoon salt
1½ cups hot water
1½ cups canned or fresh mushrooms, cut in ¼ pieces
1 can La Choy Bean Sprouts (drained well)
1/16 teaspoon pepper
2 cups celery, cut fine

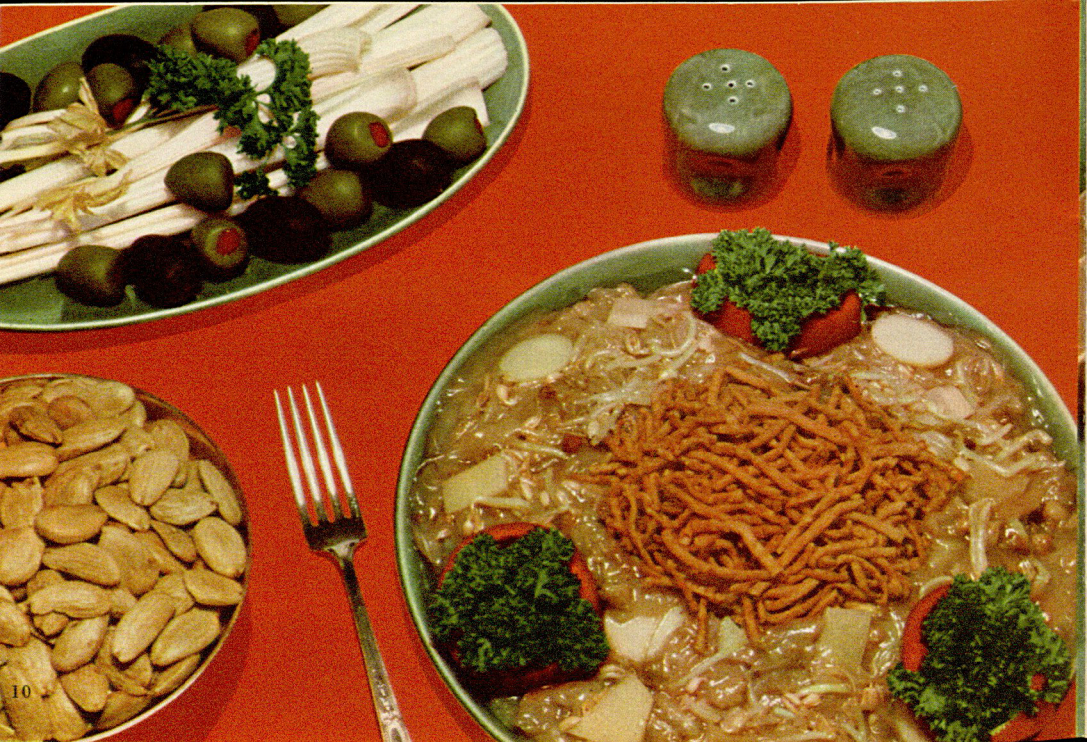
FLAVORING AND THICKENING:
2 tablespoons cold water
2 tablespoons cornstarch
2 teaspoons La Choy Soy Sauce
1 teaspoon sugar
1 tablespoon La Choy Brown Gravy Sauce if Chop Suey is desired

METHOD: Heat fat in skillet, add meat and sear quickly (without browning or burning), add onions and fry for five minutes. Add celery, salt, pepper and hot water. Cover and cook for five minutes. Add mushrooms (fresh mushrooms should be cleaned, washed and cut into quarters). Add drained La Choy Bean Sprouts. Mix thoroughly and bring to boil. Combine and add thickening and flavoring ingredients. Mix lightly and cook for one minute. Serve piping hot over La Choy Noodles for Chow Mein or cooked rice for Chop Suey. Flavor portions to taste with La Choy Soy Sauce.

GARNISH or decorate with lettuce, sliced green onions and sliced cold boiled egg, or slender strips of fried beaten egg. Whole or chopped nuts may be added.

The La Choy Meatless Chinese Dinner combination is already prepared and is comprised of a small bottle of La Choy Soy Sauce and one can each of La Choy Meatless Chop Suey and La Choy Chow Mein Noodles. This ready to heat and eat food is ideal for lunches, dinners and suppers, and excellent for use on Fast Days, and during the Lenten season. Alert women keep several packages on hand for impromptu parties and unexpected guests.





Sub Gum Chop Suey or Chow Mein

Cooking time: 15 minutes • Yield: 4 large portions

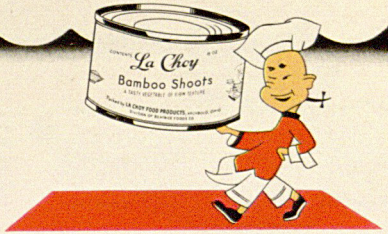
¼ cup butter or shortening
2 cups (1 lb.) lean pork, cut in thin strips
1 cup onions, cut fine
1 teaspoon salt
1/16 teaspoon pepper
2 cups celery (cut in 1-inch pieces, then into thin strips, lengthwise)
1½ cups hot water
1 can La Choy Mixed Chinese Vegetables (drained well)

FOR FLAVORING AND THICKENING:
2 tablespoons cold water
2 tablespoons cornstarch
2 teaspoons La Choy Soy Sauce
1 teaspoon sugar
1 tablespoon La Choy Brown Gravy Sauce if Chop Suey is desired

METHOD: Melt butter or vegetable fat in hot skillet. Add meat, stir and sear quickly (without browning or burning), add onions and fry for five minutes. Add celery, salt, pepper and hot water. Cover and cook for five minutes. Add drained La Choy Mixed Chinese Vegetables. Mix thoroughly and heat to boiling point. Combine and add flavoring and thickening ingredients. Stir lightly and cook for one minute.

Serve piping hot with La Choy Noodles for Chow Mein or cooked rice for Chop Suey. Flavor individual dishes to taste with La Choy Soy Sauce.

GARNISH or decorate with lettuce, parsley, sliced green onions and sliced cold boiled egg, or slender strips of fried beaten egg. Whole or chopped nuts may be added.



La Choy Bamboo Shoots are imported from those sections of China in which climate and soil are favorable to the cultivation of the most desirable variety. They are among the most important and relished foods employed in Chinese cookery. Originally used in preparing fancy Chop Suey, Chow Mein and other fine Chinese dishes, they are now often combined with sea food, meat and domestic vegetables in making salads and entrees.

Shrimp Chop Suey or Chow Mein

Cooking time: 15 minutes • Yield: 4 large portions

- 4 tablespoons butter
- 1 5¾ oz. can Shrimp (drained weight)
- ½ cup onions, cut fine
- 1 teaspoon salt
- 1/16 teaspoon pepper
- 2 cups celery, cut fine lengthwise
- 1 cup hot water
- 1 can La Choy Mixed Chinese Vegetables (drained well)

FLAVORING AND THICKENING:

- 2 tablespoons cold water
- 2 tablespoons cornstarch
- 2 teaspoons La Choy Soy Sauce
- 1 teaspoon sugar
- 1 tablespoon La Choy Brown Gravy Sauce if Chop Suey is desired

METHOD: Saute onions in three tablespoons of the measured butter (without browning or burning) for three minutes. Add celery, hot water, salt and pepper. Cover and cook over hot fire for five minutes, stirring often. (Saute shrimp in one tablespoon butter for two minutes.) Add drained La Choy Mixed Chinese Vegetables and shrimp. Heat to boiling point. Combine and add thickening and flavoring ingredients. Stir lightly and cook for one minute. Serve piping hot over La Choy Noodles for Chow Mein or cooked rice for Chop Suey.

GARNISH with thin strips of green pepper and nuts. Individual dishes may be flavored to taste with La Choy Soy Sauce.

La Choy Water Chestnuts are grown in and directly imported from China. They are the very palatable nut-like corns, or solid bulbs, of an aquatic vegetable cultivated widely in Asia. Their texture and delicate flavor faintly resemble the American chestnut, but are crisp rather than mealy after cooking. They are essential to many fine dishes, especially Chop Suey, Chow Mein and Egg Foo Yong.

Chinese Egg Roll

Cooking time: 20 minutes • Yield: 4 portions

BATTER:

- ½ cup sifted flour
- ½ teaspoon salt
- ½ cup water
- 1½ eggs

CENTER MIXTURE:

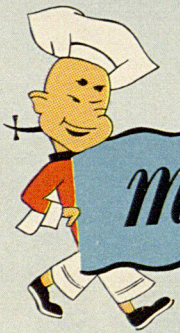
- 1 tablespoon each of shredded celery, La Choy Bean Sprouts and carrots, slightly cooked
- 1 tablespoon finely cut onion
- 1 teaspoon sugar
- ½ cup ground pork, beef, ham or chicken
- ½ cup finely cut crab meat, tuna or shrimp
- 1/16 teaspoon pepper
- 1 teaspoon salt

SAUCE:

- 1 tablespoon mustard
- 1 tablespoon La Choy Soy Sauce
- 1 teaspoon horseradish (if hot sauce is desired)

METHOD: Place batter ingredients in bowl and beat until smooth. Pour thin layer of batter in medium hot pan or skillet over a moderate flame. Cook on one side only about one minute. Remove and place on flat surface, uncooked side up. This yields four large pancakes. Mix center ingredients thoroughly. Place one heaping tablespoon of mixture in the center of each cooled pancake. Roll pancakes, folding ends, using ½ of egg well beaten for sticking edges together. Place rolls in deep fat heated to about 360°. Cook until brown on one side, about 12 minutes. Turn and brown other side. Remove and dry with absorbent paper. Serve piping hot with a mixture of mustard and La Choy Soy Sauce.

La Choy Chop Suey or Chow Mein with Meat is a ready to heat and eat food. It contains cubes of tender Beef with Water Chestnuts, Bamboo Shoots and many other wholesome ingredients. Serve piping hot with steamed rice for Chop Suey or with La Choy Noodles for Chow Mein. Flavor each serving with La Choy Soy Sauce. Delightful as the main dish for lunch, dinner or after-theater or bridge party luncheons. The 18 ounce can serves two generous or four medium portions.



menu Suggestions

- Chicken Rice Soup
  Celery Hearts Ripe Olives
  Sub Gum Chow Mein
  Salad
  Sponge Cake Topped with Sliced Peaches
  Tea

- Mushroom Soup
  Mixed Sliced Pickles Radishes
  Chinatown War Mein
  Slaw
  Ice Cream
  Coffee

- Shrimp Cocktail
  Chopped Pickle Relish
  Stuffed Celery
  Meatless Chow Mein
  Salad
  Almond Cookies
  Tea

- Tomato Juice
  Fine Cut Chop Suey
  Steaming Rice
  Pineapple and Cottage Cheese Salad
  Ice Cream and Wafers
  Tea

- Chicken Sub Gum Soup
  Celery Hearts Stuffed Olives
  Chinese Fried Chicken with
  Chinese Brown Gravy
  Mashed Potatoes
  Salad
  Pineapple or Orange Ice
  Coffee

- Yet-Ca-Mein
  Sweet Pickles Green Onions
  Egg Foo Yong with
  Chinese Brown Gravy
  Steaming Rice
  Salad
  Pineapple Gems
  Tea or Coffee

Sweet and Sour Pork

Cooking time: 20 minutes • Yield: 6 portions

3 large green peppers
¾ cup shortening
1 small garlic clove
2 teaspoons salt
2 large eggs
4 tablespoons flour
⅛ teaspoon pepper
1 lb. lean pork
1 cup chicken bouillon
4 slices canned pineapple
2½ teaspoons cornstarch
2 teaspoons La Choy Soy Sauce
⅛ cup vinegar
½ cup sugar

METHOD: Cut the large green peppers into six pieces each. Cook in boiling water until almost tender—about eight minutes. Heat shortening in a 10-inch heavy frying pan with one teaspoon salt. Dice the garlic clove and add. Make a batter in separate bowl by beating together eggs, flour, one teaspoon salt and dash of pepper. Cut pork into ½ inch cubes and pour the batter over pork. Mix lightly until every piece of pork is coated. Separate pieces of pork with fork and drop one piece at a time into frying pan. Brown over a moderately hot flame until golden brown on one side—about five minutes. Turn pieces of pork over and brown on other side. Pour out all but 1 tablespoon of the oil. Add ⅓ cup chicken bouillon. Cut the pineapple slices in six pieces each. Add pineapple and green peppers to pork. Cover pan tightly and cook over a very low flame for 10 minutes. Blend together cornstarch, Soy Sauce, vinegar, sugar and ⅔ cup chicken bouillon and add to mixture. Stir constantly until the juice thickens and the mixture is very hot—about 5 minutes. Serve immediately with hot, boiled rice.

Special Suggestion: Extra Fancy Sub Gum Chop Suey or Chow Mein may be quickly and easily prepared by adding one can of drained La Choy Mixed Chinese Vegetables to a can of La Choy Meatless Chop Suey along with desired cooked meat. Simply mix, heat until piping hot and serve with steamed rice for Chop Suey or La Choy Noodles for Chow Mein. Season individual dishes to taste with La Choy Soy Sauce. Serves four generous portions.

Chicken Sub-Gum Soup

Cooking time: 15 minutes • Yield: 8 portions

6 cups chicken broth or bouillon
1 can La Choy Mixed Chinese Vegetables (drained well and contents finely chopped)
3 eggs, beaten
La Choy Soy Sauce and pepper

METHOD: Add La Choy Mixed Chinese Vegetables to boiling broth and cook five minutes. Pour beaten eggs into broth, stirring slowly until the eggs form small "flowers." Season to taste with La Choy Soy Sauce and pepper.

Yet-Ca-Mein

Cooking time: 15 minutes • Yield: 3 portions

Boil five ounces of fine noodles or Vermicelli in a quart of rich chicken, beef or other broth, for four minutes. Divide the noodles and the broth into serving bowls, garnish with halves of hard-boiled eggs, sliced cold roast pork or chicken, and sprinkle with chopped parsley or green onions. Flavor individual portions to taste with La Choy Soy Sauce.

Scrambled Eggs with Bean Sprouts

Cooking time: 10 minutes • Yield: 4 portions

1 can La Choy Bean Sprouts (drained well)
2 teaspoons La Choy Soy Sauce
2 tablespoons green onions and tops, or dry onions, cut fine
6 eggs
2 tablespoons butter
1 teaspoon salt
1/8 teaspoon pepper
Toast

METHOD: Melt butter in large skillet and saute onions one minute. Add well-drained Bean Sprouts and mix lightly. Combine salt, Soy Sauce, pepper and eggs and beat slightly. Pour over Bean Sprouts in skillet—scramble and cook over a slow fire until eggs are set. Serve on hot buttered toast.

GARNISH with small cocktail or pork sausages, or serve plain.

Egg Foo Yong

Cooking time: 20 minutes • Yield: 6 portions

6 large or 8 small eggs
½ teaspoon salt
1 can La Choy Bean Sprouts (drained well)
1 cup cooked meat, cut fine—veal, pork, beef, chicken, turkey, tuna fish, shrimp, lobster or crab meat may be used.
⅛ teaspoon pepper
½ cup onions, cut fine
3 cups cooked rice

METHOD: Drain Bean Sprouts thoroughly. (This is very important.) Beat eggs about one minute, using rotary beater. Add drained Bean Sprouts, sea food or meat, salt, pepper and onions. Mix lightly together. Place 1 teaspoon fat in a small (6-inch) hot cast iron skillet, or use one-half teaspoon of fat in each of four three-inch rings or molds on large skillet. Pour ½ cup of mixture in 6-inch skillet or ¼ cup in each ring. Cook quickly over hot fire until set and brown on edges, turn and brown other side. Stack on hot plate, keep covered until all are cooked. Serve one or two to each person with a portion of cooked rice, covered with three tablespoons of Chinese Brown Gravy (recipe follows).

GARNISH with parsley and sliced green onions and sweet pepper.

Chinese Brown Gravy

Cooking time: 5 minutes • Yield: 2 cups

6 tablespoons drippings from roast beef, ham, or chicken
6 tablespoons flour
2 tablespoons La Choy Soy Sauce
1 teaspoon La Choy Brown Gravy Sauce
1 teaspoon salt and dash of pepper
½ cup cold water
1½ cups hot water

NOTE: One beef or chicken bouillon cube may be added, and mushroom juice may be used instead of hot water, if available. Add more flour if thicker gravy is desired. Add more water if thinner gravy is desired.

METHOD: Mix flour and drippings in bottom of pan. Add La Choy Sauces, salt, pepper and cold water. Crush lumps and mix thoroughly. Add hot water. Stir well and cook to a smooth paste. Pour in hot gravy boat and serve with Egg Foo Yong, cooked or fried rice, biscuits, potatoes, dumplings, egg noodles, chops, roast beef, pork or veal.

Lobster Cantonese

Cooking time: 20 minutes • Yield: 4 portions

2 tablespoons shortening
1½ teaspoon salt
⅛ teaspoon pepper
½ lb. lean pork, ground coarsely
1 tablespoon carrot
1 tablespoon scallion
2 live baby lobsters (or a 10 oz. can of cooked lobster)
1 cup chicken bouillon
1 egg
2 tablespoons cornstarch
2 teaspoons La Choy Soy Sauce
¼ cup water

METHOD: In a preheated, heavy 10-inch frying pan place shortening, 1 teaspoon salt and dash of pepper. Grind pork and place in mixing bowl with finely diced carrot, celery and scallion. Add ½ teaspoon salt and dash of pepper and mix thoroughly. Cook lobsters in boiling water for five minutes. Take out of water, remove and crack claws, cut edible portion of belly in several pieces with heavy knife or cleaver. Place pork mixture and lobster in frying pan. Add chicken bouillon. Cover pan tightly and cook over a moderate flame about 10 minutes. Add slightly beaten egg. Cook over high flame for 2 minutes, stirring constantly. Blend together and add cornstarch, Soy Sauce and water. Cook for a few more minutes, stirring constantly, until juice thickens and mixture is very hot. Serve immediately with hot boiled rice.

La Choy Egg Foo Yong is entirely different from anything you've ever tried. Made from only country-fresh eggs, top quality meat and Chinese delicacies including Bean Sprouts, Water Chestnuts and Bamboo Shoots, you'll find Egg Foo Yong the answer to your quest for "that something different." Ready to heat and eat, each can contains four large patties and enough delicious Chinese Brown Gravy for two large or four medium servings. Cover the piping hot patties and steamed rice with gravy and you'll have a meal "fit for a king."

Chinese Fried Chicken

1 Frying Chicken (cut into frying size pieces)
¼ cup La Choy Soy Sauce
2 teaspoons salt
⅛ teaspoon pepper
2 tablespoons green onions (minced)
⅛ teaspoon powdered ginger
1 cup hot water (or stock made from giblets)
¼ cup cooking wine
½ cup fat
1 cup flour

METHOD: Sprinkle chicken with salt and pepper, dip in La Choy Soy Sauce. Rub sauce well into chicken. Let stand for five minutes to marinate. Heat fat in skillet, roll chicken in flour and fry to a golden brown. Mix wine, ginger and hot water and pour over chicken. Sprinkle green onions over top—cover and cook over a slow heat for forty-five minutes, or until chicken is tender. Remove to hot platter and make Chinese brown gravy. Pour over chicken, garnish with toasted almonds and ripe olives.

Chinese Roast of Beef

(With Brown Gravy)

5 lbs. rib or rump of beef
2 tablespoons La Choy Soy Sauce
1 teaspoon La Choy Brown Gravy Sauce
2 teaspoons salt
¼ teaspoon black pepper
2 tablespoons melted fat

METHOD: Mix salt and pepper with La Choy Sauces and rub well into the meat. Let stand a few minutes to marinate, then brush melted fat over lean part of meat. Place meat in flat roasting pan, pour remaining mixed seasoning over meat. Roast, uncovered, in moderate (350 degree) oven for two and one-half hours for well done—one and one-half hour for rare. Baste three times during roasting time. Remove to hot platter and serve with Chinese Brown Gravy.

Bridge Party Chop Suey or Chow Mein

Cooking time: 25 minutes • Yield: 12 portions

¾ cup butter or shortening
2½ lbs. lean pork or chicken—uncooked and cut in thin strips
3 cups onions, cut fine
1 tablespoon salt
½ teaspoon pepper
6 cups celery, cut fine
3½ cups hot water or stock
3 cans La Choy Mixed Chinese Vegetables (drained well)

FOR FLAVORING AND THICKENING:

⅛ cup cold water
6 tablespoons cornstarch
2 tablespoons La Choy Soy Sauce
1 tablespoon sugar
3 tablespoons of La Choy Brown Gravy Sauce if Chop Suey is desired.

METHOD: Melt butter or vegetable fat in hot skillet. Add meat, stir and sear quickly (without browning or burning), add onions and fry for five minutes. Add celery, salt and pepper and hot water. Cover and cook for ten minutes. Add drained La Choy Mixed Chinese Vegetables. Mix thoroughly and heat to boiling point. Combine and add flavoring and thickening ingredients. Stir lightly and cook for two minutes. Serve piping hot with La Choy Noodles for Chow Mein or cooked rice for Chop Suey. Flavor individual dishes to taste with La Choy Soy Sauce.

GARNISH or decorate with lettuce, sliced green onions and sliced cold boiled egg, or slender strips of fried beaten egg. Whole or chopped nuts may be added.

La Choy Chicken Chop Suey or Chow Mein is made from fresh-dressed Chicken, Bean Sprouts, Water Chestnuts, Bamboo Shoots and other tasty ingredients. A special process is employed to retain the appetizing and delicate flavor. This ready to heat and eat food is delightful when served either with rice or La Choy Noodles. The entire family will applaud a change from the endless round of fattening potatoes, roasts and chops. La Choy Chicken Chop Suey is ideal for lunches, dinners, after-theater or bridge parties. Serves two large or four medium portions. Individual dishes should be seasoned to taste with La Choy Soy Sauce.

SOY SAUCE

Chinatown War Mein

Cooking time: 15 minutes • Yield: 6 portions

⅛ cup butter or shortening
½ lb. lean pork
½ lb. lean veal (cut in thin strips)
½ cup onions, cut fine
1 cup hot water—or stock
1 cup La Choy Bamboo Shoots (drained, slice thin)
1 cup La Choy Water Chestnuts (drained, slice thin)
1 can La Choy Bean Sprouts (drained well)
2 teaspoons salt
⅛ teaspoon pepper
2 cups celery, cut fine

FLAVORING AND THICKENING:

3 tablespoons cold water
3 tablespoons cornstarch
1 teaspoon La Choy Brown Gravy Sauce
2 teaspoons La Choy Soy Sauce
2 teaspoons sugar

METHOD: Heat fat in large skillet, add meat and sear quickly, without browning. Add onions, stir and cook for two minutes. Add salt, pepper, celery and hot water. Cover and cook for five minutes at a quick boil, stirring once. Add well-drained Bamboo Shoots, Water Chestnuts and Bean Sprouts. Mix thoroughly and let come to boil. Add thickening and flavoring mixture. Stir lightly and cook two or three minutes. Serve over hot, boiled egg noodles or Vermicelli noodles.

GARNISH with slices of hard cooked eggs and thin strips of green onions.

Noodles for War Mein

10 oz. Egg or fine Vermicelli Noodles
4 quarts boiling water
2 teaspoons salt

Boil Noodles or Vermicelli in salted water for ten minutes, drain, and divide into six serving plates. Place War Mein over noodles, garnish and serve at once.

Mandarin Salad

2 cups cold ham or veal, diced
1 can La Choy Bean Sprouts (drained well)
½ cup sweet pickles, cut fine
¼ cup onions, cut fine
¾ cup mayonnaise
¼ cup French Dressing
1 teaspoon salt
1/16 teaspoon pepper
1 teaspoon La Choy Soy Sauce

METHOD: Pour French Dressing and La Choy Soy Sauce over ham or veal. Let marinate, and chill for thirty minutes. Add well-drained Bean Sprouts and other ingredients. Mix mayonnaise in lightly. Serve on crisp head lettuce.

Pagoda Chicken Salad

1 can La Choy Bean Sprouts (drained well)
3 cups chicken, cooked and diced, or other cold meats
2 cups celery, cut fine
1 cup mayonnaise
¼ cup French Dressing
½ cup La Choy Water Chestnuts, sliced thin
½ cup green pepper, cut fine
1 teaspoon salt
1/16 teaspoon pepper

METHOD: Place all ingredients in large salad bowl. Pour French Dressing over ingredients. Mix lightly. Let chill for fifteen minutes. Mix in mayonnaise. Garnish with lettuce and thin slices of stuffed olives and Water Chestnuts.

Tuna Fish Salad

1 can La Choy Bean Sprouts (drained well)
1 7-oz. can tuna fish (scalded, cooled and broken in small pieces)
1 teaspoon La Choy Soy Sauce
½ cup onion, cut fine
1 teaspoon salt
¾ cup mayonnaise
1 cup celery, cut fine
½ cup green pepper, cut fine
1/16 teaspoon pepper

METHOD: Mix all ingredients lightly together and serve on crisp leaves of lettuce. Garnish with mayonnaise and sprinkle with paprika.

La Choy BUSINESS PHILOSOPHY

The Goodwill of our customers and consumers of our products is the most valuable asset of our business. Permanence of our enterprise depends on continuously supplying merchandise of high quality at fair prices to repeatedly satisfy the purchasers.

The prices at which La Choy products are available to you are based on the market prices on raw materials, fair rates of wages and hours of work for men and women employed by La Choy, a reasonable profit for wholesale and retail merchants, and a nominal profit for stockholders.

Our policy is intended to extend and improve the American standard of living for not only our own employees but also the men and women employed by our sources of raw material, and the distributors of our products. We endeavor to maintain an equitable level of prices and wages, instead of lowering quality, reducing wages, or increasing hours of work to compete in price with merchandise produced under objectionable labor conditions. We challenge any firm making products, equaling La Choy's quality and maintaining La Choy's schedule of rates of wages and hours of work, to profitably sell their merchandise at prices lower than quoted on identical La Choy items.

We believe the American plan for social and industrial justice depends on maintaining for self-reliant men and women an equality of advantages and opportunities for obtaining a deserved share of the income from productive enterprises.

● *La Choy Food Products . . .*

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